



JAY L. SMITH
EDITOR AND
PUBLISHER

FORTIETH YEAR OF PUBLICATION 1915-1954

RAY LEWIS
FOUNDER
1915-1954

FIRST WITH THE FILM NEWS IN CANADA

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TORONTO, NOVEMBER 6, 1954

Canucks Producing 'Marilyn' Film

Meridian Productions New Co. Nabs Bell For One-Reeler Film

A contract for the production of a one-reel film for theatrical distribution was signed this week between the Marilyn Bell Corporation and Meridian Productions Corporation. Marilyn Bell, the pretty teenager who conquered Lake Ontario, will star in this Canadian produced film as predicted in the Digest some weeks back.

Meridian Productions was formed by Julian Roffman and Communications of Canada, a public relations company headed by Ralph Foster and Arthur Wells. Organized as a film production service

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Ottawa Theatres Adopt Art Policy

Foreign films are going strong in Ottawa these days, with four first-runs showing them almost exclusively, another two days a week, and a house across the river at

(Continued on Page 4)

Jack Arthur, 'Mr. Showbusiness' Pioneer Of The Year Dinner Set

A certain number of tickets to the annual Pioneer of the Year Award Dinner, to be held in the Crystal Ballroom of the King Edward Hotel, Toronto, on November 25, will be made available to non-industry people who may wish to be among those present when Jack Arthur, Will McLaughlin and Charles Stephenson are honored, it was stated by Tom S. Daley, chairman of the committee. Tickets are valued at \$7.50, with Dan Krendel head of the ticket committee.

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Keep your  on



IRVING HERMAN
(See Page 3)

Alta. Exhibitor Gives \$100 Scholarships

Mr. and Mrs. W. Godwin, owners of the Norwood Theatre, in Delburne, Alta, believe civic leadership will pay exhibitors even in the smallest communities.

The Godwins, whose theatre is

(Continued on Page 12)

Associated Screen News Stages Film And Television Workshop

The first motion picture and television Workshop to be held in Canada, planned for the benefit of companies interested in the production of films for these two fields, will be staged at the Montreal studios of Associated Screen News Limited on December 6, 7 and 8.

The announcement was made by Wm. J. Singleton, general manager, who explained that the Workshop's extensive program is being planned for the study of basic and factual material in motion picture and television production through the media of discus-

(Continued on Page 4)

Para And 20th-Fox Aid Polio Project

Since Labor Day, both Paramount and 20th Century-Fox have been supplying gratis 16mm features through General Films for the needs of polio patients at King George Hospital, Winnipeg. Because the majority of polio victims are in iron lungs, no more than four of them can see a program at a time which is projected on the ceiling. Members of the

(Continued on Page 4)

Censorship Campaign By Catholic Group

The Catholic Women's League has announced a new campaign through its many parish organizations in Canada for tightened censorship of moving pictures at theatres and increased control of

(Continued on Page 4)



By JAY L. SMITH

TOOK time out during a visit to New York last week, to see two of the new season's most important productions, Paramount's "White Christmas" and Warner Bros.' "A Star Is Born". I knew, of course, that I could see both of these pictures at screenings in Toronto, but I was most anxious to see them in their regular runs, where I could check audience reaction as well as entertainment values.

In the case of "White Christmas", I particularly wanted to see it at the Radio City Music Hall, with the new horizontal projection about which Barney Balaban had waxed so enthusiastic to me a couple of weeks before, and of course, I was concerned with seeing the first motion picture produced in VistaVision, under the best possible conditions.

I am happy to report that all the advance notices I had read about the picture, and about VistaVision, were fully justified in every way. From a technical standpoint, "White Christmas" in VistaVision is outstanding in clarity of focus, and I doubt if Technicolor has ever been seen to better advantage. From a box-office point of view, it cannot help but be one of the top grossers of the year, in fact of any year, for who is there that knows anything about our Industry, that will not tell you that a marquee boasting a cast headed by Bing Crosby, Danny Kaye, Rosemary Clooney and Vera-Ellen, is a cinch to attract SRO business.

When you add to that marquee strength, the music of Irving Berlin, including the title song which has become a classic of popular music, the new value of VistaVision, the always important value

(Continued on Page 4)

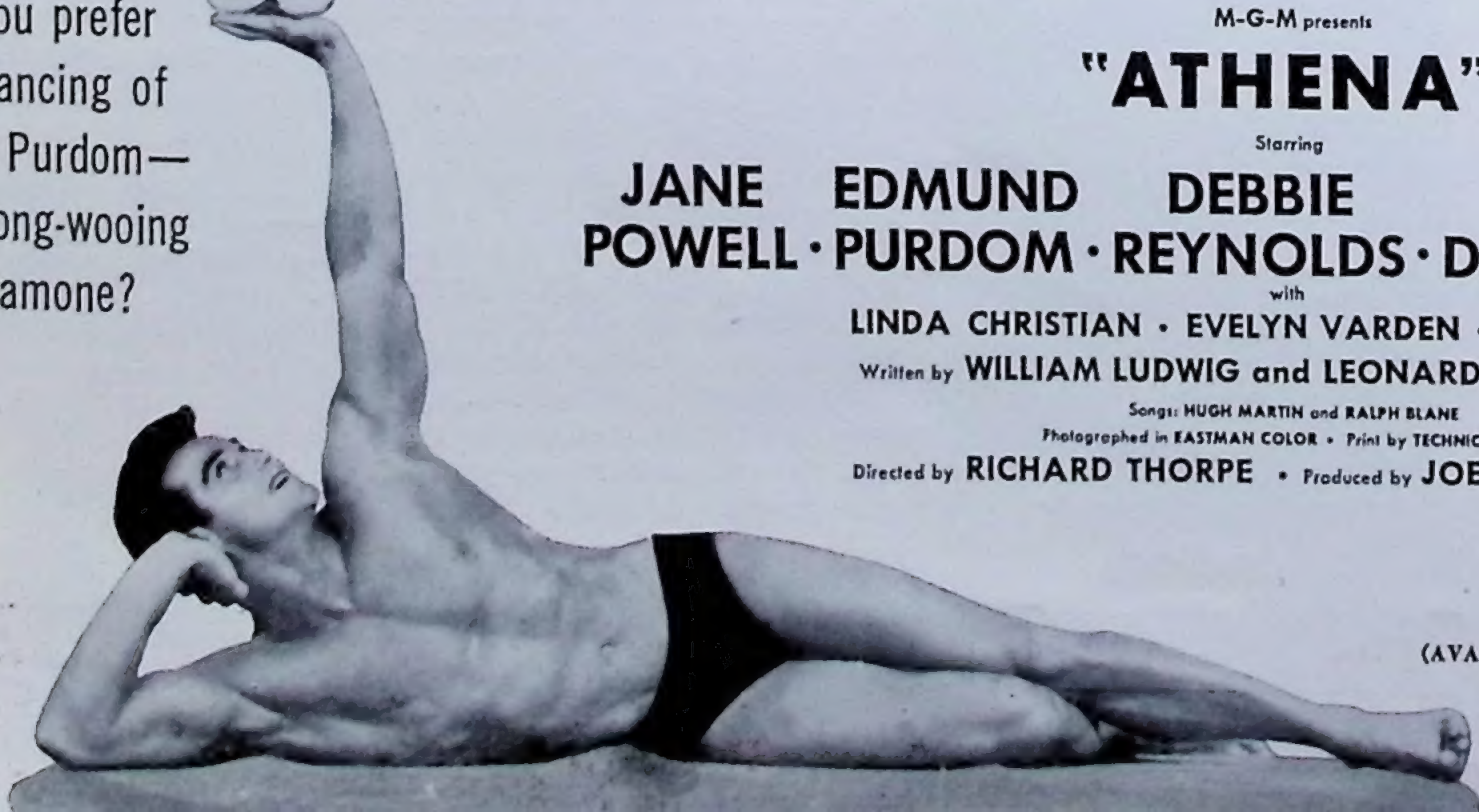
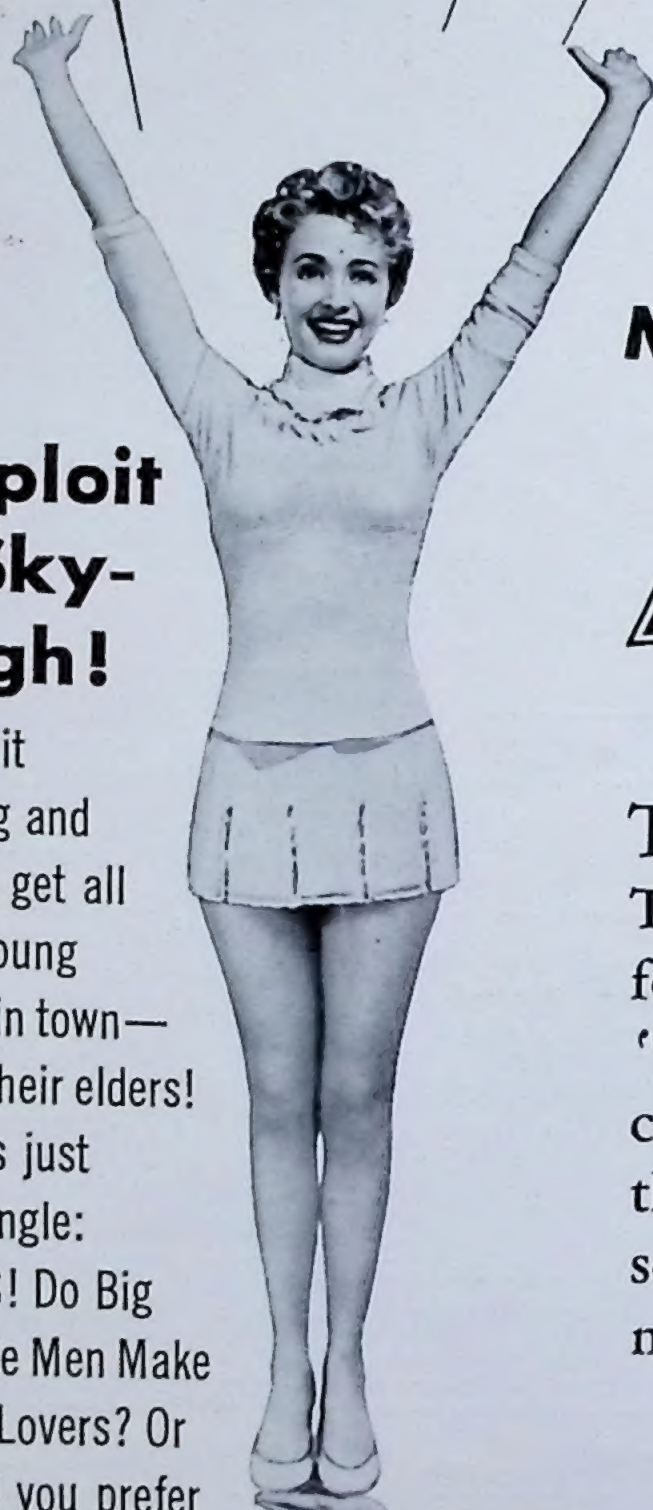
ONTARIO HURRICANE RELIEF FUND CONTRIBUTIONS: FAMOUS PLAYERS CANADIAN CORP. \$5,000; FAMOUS PLAYERS STAFF FUND, \$100; MGM CANADIAN HEAD OFFICE, \$118; PREMIER THEATRES, 3 BENEFIT SHOWS, \$1,000.

Let's give your
box-office a

LIFT!

**Exploit
It Sky-
High!**

Start it
rolling and
you'll get all
the young
folks in town—
plus their elders!
Here's just
one angle:
GIRLS! Do Big
Muscle Men Make
Good Lovers? Or
would you prefer
the romancing of
Edmund Purdom—
or the song-wooing
of Vic Damone?



**JANE
POWELL**
She sings, dances!



**EDMUND
PURDOM**
He romances!



**DEBBIE
REYNOLDS**
Singing-dancing too!
(She's in the headlines)



**VIC
DAMONE**
Romantic singer!

M-G-M's "BODY-BEAUTIFUL MUSICAL!"

ATHENA

"THE NATURE GIRL"

THE MUSICAL WITH YOUNG IDEAS!
The story of Seven Daring Daughters on the Prowl for Romance! *(They're even saucier than those famed "Seven Brides"!)* Hilarious happenings in a faddist colony where the girls have primitive ideas of wooing their men! It's packed with joy, lilted with 8 gay songs, exciting dances, color glamour! The kind of musical that sends them out happy-go-lucky!

M-G-M presents

"ATHENA"

Starring

**JANE EDMUND DEBBIE VIC LOUIS
POWELL • PURDOM • REYNOLDS • DAMONE • CALHERN**

with

LINDA CHRISTIAN • EVELYN VARDEN • RAY COLLINS

Written by WILLIAM LUDWIG and LEONARD SPIGELGASS

Songs: HUGH MARTIN and RALPH BLANE

Photographed in EASTMAN COLOR • Print by TECHNICOLOR

Directed by RICHARD THORPE • Produced by JOE PASTERNAK

(AVAILABLE IN PERSPECTA STEREOPHONIC
OR ONE-CHANNEL SOUND)

Keep Your Eyes On

IRVING HERMAN

Noted for consistently blazing new public relations trails for the Canadian motion picture industry, Irving Herman, who is responsible for Warner Brothers' advertising, publicity and exploitation in Canada, recently effected this country's first national television tie-up for a motion picture when he enlisted the co-operation of the Canadian sponsors of the "Dragnet" TV program to promote the WarnerColor release of the same name.

His varied career includes many distinctions: at 12, he was Canada's youngest editor, publishing a monthly magazine for boys. At the age of 15, he was writing, producing and directing radio programs broadcast from Hamilton and St. Catharines.

During his three and a half years in the RCAF, he edited a weekly newspaper and a monthly magazine as well as producing weekly recruiting and Victory Loan broadcasts in western Canada. In 1946 he joined Producers Releasing Corporation as Canadian director of advertising, publicity and exploitation and continued in that post when PRC was absorbed by International Film Distributors Ltd.

Late in 1949, he opened his own public relations office in Toronto and for almost two years served a variety of accounts that included industry, motion pictures, night clubs, communal organizations and even a circus! He closed his office in 1951 to join United Artists as Canadian advertising, publicity and exploitation chief.

Haskell M. Masters, Warner Bros. Canadian general manager, appointed Herman in August, 1953, as Canadian representative for Mort Blumenstock, Warner's vice-president in charge of advertising, publicity and exploitation.

Herman's achievements in garnering extensive bonus press publicity for films prompted one trade paper to dub him an "ace of space." Not too long ago, The Digest named him "a theatre manager's publicity man" in recognition of his many accomplishments. Not content to rest on his laurels, Irving continues to live up to his reputation.

Across the Country

Toronto and District

The Ontario Hurricane Relief Fund was deprived of an estimated \$1,500 when the Vancouver police halted the advance sale of tickets on a \$1 donation basis for a Sunday benefit show in the Terminal City.

In the Toronto district 18 independent theatres of the Allied Exhibitors group announced the raising of \$5,275 for storm sufferers through a Sunday evening benefit at which collection plates were passed around.

Manager Ed Burrows of the Odeon Theatre, Brantford, where CinemaScope has been installed, had a highly-appropriate tie-in for "King of the Khyber Rifles" with a display of handsome Indian rugs in the lobby through the co-operation of a local carpet firm, Der Stephanian's Limited.

Sam Fingold's National Theatre Services has appointed Jack Boddam of Toronto as manager of the circuit's Towne Cinema in Ottawa following the resignation of Ron Wedgewood to become manager of the Ottawa Rialto, recently acquired by Robert E. Maynard of the Francais. The Rialto and Towne both follow a continental film policy. For some time Boddam had been serving as a relief manager at NTS units in the Toronto area.

As an advance attraction for the Hadassah Bazaar in the Automotive Building, Toronto Exhibition grounds, Manager Vic Nowe of the Odeon Theatre featured the Hadassah Fashion Preview of a Woman's World one night in the lobby during the screen engagement of "Woman's World."

Under the supervision of General Manager Russ Simpson of the Ottawa Valley Amusement Co., Manager W. G. Jordan re-opened the O'Brien Theatre at Arnprior after a remodelling project which included installation of CinemaScope and a complete air-conditioning system.

Prairies

Hal Roach, president of Hal Roach studios and one-time producer of "Our Gang" comedies, was a visitor in Moose Jaw recently on his way back to Hollywood after a week's hunting of upland game at nearby Buffalo Pound Lake.

A new 350-seat theatre at Blaine Lake, Sask., is the Empress, owned and operated by M. Szurydky. A building destroyed by fire last spring was enlarged and renovated to house the theatre. A free show was presented to mark the opening.

City council at Moose Jaw accepted an offer from Gene Autry to purchase two 1912 vintage fire trucks for \$600 each. Autry, who bid for the trucks when he played the city with his western troupe recently, wanted them for use in his movies and for his museum in Hollywood.

Mayor A. W. Shackelford, Lethbridge, Alta., theatremanager, has been unanimously re-elected to a sixth term. First elected to council in 1940, he has served 14 consecutive years as alderman and served as mayor from 1943 to 1946 and again since 1952.

A fire scare occurred in the Wadena, Sask., theatre recently when an automatic furnace cut in, the oil failed to ignite and the house filled with smoke. When someone shouted "fire," half the audience crowded outside and some left the theatre in orderly fashion. The town's fire chief ordered the theatre closed for the rest of the evening so that none of the patrons would suffer ill effects from carbon monoxide.

The Calgary fire department's annual toy show was held recently in the Palace Theatre. Children who brought a repairable toy were ad-

(Continued from Page 4)

MARILYN BELL

(Continued from Page 1)

for Communications, the MPC organization is under the direction of Julian Roffman who recently returned to Canada after 10 years in the United States where he produced TV and theatrical films.

Arrangements have been completed for the appearance in the film of Marilyn and her coach, Gus Ryder, who is recognized as the leading swimming coach on the continent. Cliff Lumsden and Joan Cooke, together with other leading members of the Lakeshore Swimming Club, will figure in the story. Discussions are under way with Mr. Ryder and officials of the club regarding their participation at the present time.

Written by Len Peterson and directed by Julian Roffman, the film will dramatize the background of Miss Bell's life, tracing her development as a person and her training during the years which led to the achievement of her ambition as the first person to swim across Lake Ontario. Special emphasis will be given to the human interest values in the story, particularly her work with Mr. Ryder as a swimming teacher for the crippled children at the Lakeshore Club.

Production on the Marilyn Bell film will begin at once. No announcement has been made as to distribution, but the Digest learned that a major exchange will release.

PIONEER

(Continued from Page 1)

Pioneer of the Year, the second so designated, is Jack Arthur, "Mr. Showbusiness," one of this continent's best known producers, who is currently head of entertainment for the Canadian National Exhibition and star of his own TV show.

The choice of Arthur as Pioneer of the Year for 1954 was a popular one, as was the selection of Will McLaughlin, motion picture critic of The Ottawa Journal, and Charles Stephenson, veteran exhibition figure and now an executive of Twentieth Century Theatres.

Arthur introduced special orchestral music to accompany the silent screen, as well as special prologues, usually on the theme of the film, thus bringing color, sound and life to our movie houses. Stephenson was a leader in the roadshow field, playing Mickey and many other films he imported in legitimate theatres. McLaughlin opened the first motion picture department in a Canadian newspaper in The Journal in 1916.

On the Beam

(Continued from Page 1)

of Technicolor, and the terrific pre-selling job that has been done by the Paramount organization, you have all the ingredients of a top smash hit. As for audience reaction, the crowd at Radio City Music Hall seemed to thoroughly enjoy the picture from beginning to end . . . so did I.

The following night I went to the Victoria Theatre, N.Y., to see "A Star Is Born", and again a wonderful treat was in store for me. According to the latest reports, Warner's are cutting 27 minutes from the 3 hours and 2 minutes running time of the picture, as I saw it. This is very easy to understand, not just because of the difficulty encountered with such a long picture, but because "A Star Is Born" has enough entertainment values for two ordinary motion pictures. If all the production numbers performed by Judy Garland were eliminated, you would still have an outstanding dramatic film with what was left; and if most of the dramatic story was to be cut out, you would still have a smash musical film with the remainder.

The press reports that James Mason has said he is giving up his acting career, and will devote himself to production and direction from now on. I doubt if he will stick to that decision, but if he does, I can understand it, for he is simply quitting while he is ahead. It is inconceivable that he could ever equal, let alone top his performance in "A Star Is Born".

As for Judy Garland, her performance is something that will go down in Motion Picture history as the greatest comeback in the annals of the Industry. After being off the screen for several years, suffering a complete nervous breakdown, and according to published reports being really down and out financially, Judy has bounced back with one of the finest performances it has ever been our pleasure to watch. She is magnificent, scoring just as effectively in the dramatic sequences, as she does in the musical numbers. Her voice has never been better, and her timing is perfect.

As dangerous as such a prediction may be, I must go out on a limb and predict that when the Oscars are handed out next March, it's my guess that the first two will go to Judy Garland and James Mason for their performances in "A Star Is Born".

POLIO

(Continued from Page 1)

Junior Chamber of Commerce devote long hours going from one small group to another projecting the program on equipment supplied by provincial exhibitors.

The superintendent of the hospital claims that since this program has started the morale of patients has improved considerably. It is hoped that the other film distributors in the industry will follow in the footsteps of Paramount and 20th-Fox and supply features on a similar basis, making it easier on the two participating companies and creating a more complete variety of program for the viewers.

C'Scope Installations

As of last week, J. Arthur Rank had 230 of his Odeon and Gaumont-British theatres equipped with CinemaScope and announced that before Jan. 1, he will have 400 theatres using this equipment.

Other circuit installations of CinemaScope include: ABC, 165; Granada, 23; Essoldo, 61; independents, 291.

CENSORSHIP

(Continued from Page 1)

television and radio programs in all the provinces. Chief objection was taken to the type of films for TV programs which were viewed in many homes as well as occasional profanity on the CBC network.

Across the Country

(Continued from Page 3)

mitted to the theatre. Firemen will repair the toys and distribute them at Christmas.

Tenor Lauritz Melchior was a recent visitor in Calgary in the course of an Alberta hunting trip. With him were Henry Ross, Chicago, chairman of Imperial World Films, and Frank Diaz, art director and chairman, also of Chicago.

Maritimes

Mr. Morris Diamond, Sales Manager for International Films, is spending several days in Saint John, N.B., conferring with the local manager, Mr. G. M. Hoyt.

The Paramount, Kentville, and Acadia Theatres, Wolfville, N.S., report very satisfactory CinemaScope installations with full Stereophonic Sound. Mr. Duncan McDonald and Mr. Harry Clarke of General Theatre Supply Company were the engineers responsible.

The Capitol Theatre, Woodstock, N.B., (F. G. Spencer Company) has been undergoing extensive renovations for the last few months. This theatre will have an entire new front installed by the Hobbs Glass Mfg. Company — a new heating system — new floor and new seats. The Kenney Construction Company of Yarmouth, N.S., are the builders.

The Gaiety Theatre, Lancaster, N.B. (L. A. Sprague) opened with CinemaScope this week — the opening feature is Doris Day in Warner Bros.' "Lucky Me."

OTTAWA THEATRES

(Continued from Page 1)

Hull, Que., coupling French product.

Latest theatre to turn to an art policy for half of each bill is the 511-seat Rialto. Latter has been acquired by Bob Maynard, managing director of the suburban Eastview and owner of the downtown Francais. It'll play first-runs as a primary policy.

The Rialto opened up with Columbia's "The Affairs of Messalina," dubbed into English from the Italian. Film was coupled with "Shock-Proof." The German-made "Saizon in Salzburg" came in this week.

This art-sex-and-action policy gives Ottawa its fourth art or semi-art house, with 20th Century Theatres' 410-seat midtown Little Elgin successful on that policy for years under Ernie Warren. National Theatres' Glebe and Towne Cinema houses, under Fred Leavens, are doing okay after a few months and a few weeks respectively.

Sunday public showings are illegal here as everywhere in Canada outside Quebec province; but Hull, just across a short bridge, lures many Ottawans to its regular Sunday pix, advertised in the capital's dailies. Hull's Cinema de Paris, with full-week French double bills as a steady policy, draws plenty of French-Canadians from the capital every night.

ASSOC. SCREEN

(Continued from Page 1)

sions, demonstrations and exhibits. Invitations have gone to representatives of advertising agencies, motion picture and television producers, television station personnel, government officials and advertising and public relations executives. Outstanding motion picture and television authorities from Canada and the United States will speak at the three-day clinic and give demonstrations on the many phases involved in this specialized work, from the inception of an idea to the finished productions.

Dr. A. W. Trueman, the National Film Board commissioner, will be the first speaker at the opening session of the Workshop on December 6, speaking for the film industry. Other speakers will outline the legal aspects of motion picture and television production with specific reference to copyright law, clearances of music and artists releases, demonstrations will also be given at this opening session on animations and art titles for both motion pictures and television films. Discussions on the selection of narrators and magnetic and optical recording demonstrations will conclude the first day.

The second day's session on December 7 will be opened by A. Davidson Dunton, chairman of the Canadian Broadcasting Corporation, representing the Canadian television industry. He will be followed by talks by experts on new film developments, the new Eastman color process, music for television and motion pictures, a demonstration of music types and uses as well as research and scripts for story material, color film for television and pre-planning for motion pictures and television films.

The third day's sessions on December 8 will be opened by E. Fitzgibbons of Famous Players Canadian Corporation. He will speak on the operation of private television stations. Others speakers on this closing day will direct translations and interpretation of foreign language films. The costing of a motion picture or television commercial, demonstration of rear projection, processing and laboratory procedure, set designing and construction and discussion on the future of color in television, motion pictures and newsreel productions.

According to Mr. Singleton the Workshop idea originated with the Calvin Company of Kansas City, Mo., which is one of the largest producers of motion pictures for industry in the United States.

**YOU HEAR IT WHEREVER
EXHIBITORS MEET:**

**“it’s a pleasure
to do business
with 20th!”**

*“It is our policy
to do business with
an exhibitor the way
he likes to do business.”*

Shuman

BECAUSE OUR FUTURE IS YOUR FUTURE . . .



please turn . . .

it's a pleasure
to do business w

all these great 20th Century-Fox

CINEMASCOPE

boxoffice
attractions!



3 COINS IN THE FOUNTAIN

Color by DeLuxe • starring Clifton Webb
Dorothy McGuire • Jean Peters
Louis Jourdan



PRINCE VALIANT

Color by DeLuxe • starring James
Mason • Janet Leigh • Robert Wagner
Debra Paget • Sterling Hayden

it's *your* pleasure to play them in
genuine 4-track high fidelity magnetic stereophonic sound
or
1-track high fidelity magnetic sound
or
1-track optical sound

th
E



THE ROBE

Color by Technicolor • starring Richard Burton • Jean Simmons • Victor Mature
Michael Rennie



How to Succeed in Business Without Really Trying

Color by Technicolor • starring Marilyn Monroe • Betty Grable • Lauren Bacall
and William Powell



BENEATH THE 12-MILE REEF

Color by Technicolor • starring Robert Wagner • Terry Moore • Gilbert Roland



KING OF THE KHYBER RIFLES

Color by Technicolor-Deluxe • starring Tyrone Power • Terry Moore
Michael Rennie



HELL and HIGH WATER

Color by Technicolor • starring Richard Widmark • Bella Darvi with Victor Francen



NIGHT PEOPLE

Color by Technicolor • starring Gregory Peck
Broderick Crawford • Anita Bjork
Rita Gam



RIVER OF NO RETURN

Color by Technicolor • starring Robert Mitchum • Marilyn Monroe • Rory Calhoun



Leonard Sillman's NEW FACES

in Glorious Color • starring Ronny Graham
Eartha Kitt • Robert Clary • Alice Ghostley
Released by 20th Century-Fox



Demetrius and the GLADIATORS

Color by Technicolor • starring Victor Mature • Susan Hayward • Michael Rennie
Debra Paget • Anne Bancroft
Jay Robinson



GARDEN OF EVIL

Print by Technicolor • starring Gary Cooper • Susan Hayward • Richard Widmark with Hugh Marlowe



BROKEN LANCE

Color by Deluxe • starring Spencer Tracy
Robert Wagner • Jean Peters
Richard Widmark



please turn . . .

it's always
a pleasure to
do business
with 20th!



October!

OTTO PREMINGER presents
OSCAR HAMMERSTEIN'S

CARMEN JONES

Produced and Directed by Otto Preminger
Books and Lyrics by Oscar Hammerstein, 2nd
Color by De Luxe • Released by 20th Century-Fox



November!

Black Widow

starring

Ginger ROGERS • Van HEFLIN • Gene TIERNEY • George RAFT

Produced, Directed and
Screen Play by
NUNNALLY JOHNSON

Color by
DE LUXE



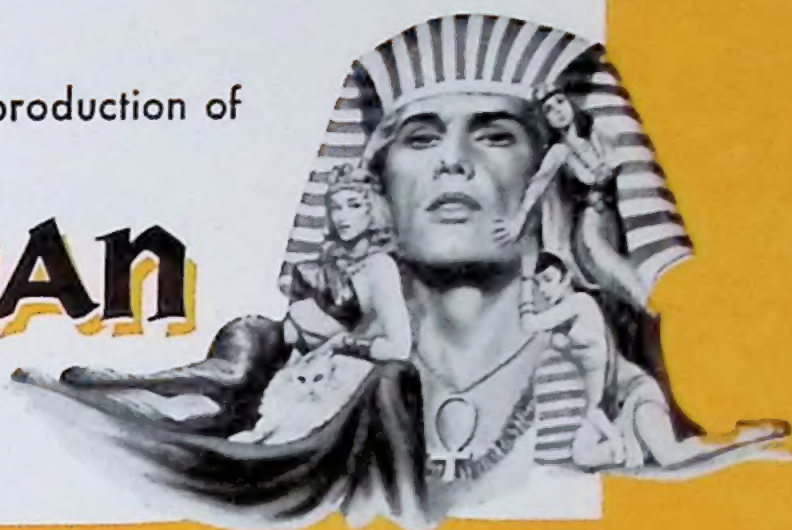
... **WITH ALL THESE WONDERFUL**
CINEMASCOPE
ATTRACTIONS COMING
YOUR WAY!

Now!

DARRYL F. ZANUCK'S production of

THE
EGYPTIAN

Color by DE LUXE



October!

Woman's
World

Print by TECHNICOLOR

starring

Clifton WEBB
 June ALLYSON
 Van HEFLIN
 Lauren BACALL
 Fred MacMURRAY
 Arlene DAHL
 Cornel WILDE



Produced by CHARLES BRACKETT • Directed by JEAN NEGULESCO

October!

Walter Wanger presents

The Adventures of
HAJJI BABA

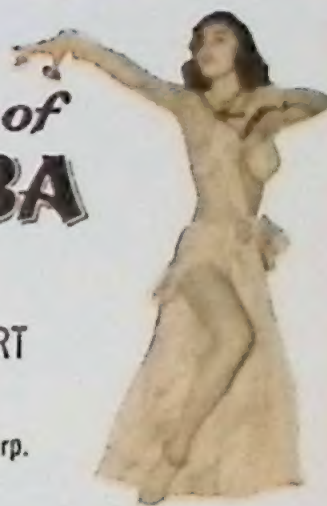
Color by DE LUXE

starring

John DEREK • Elaine STEWART
 Thomas GOMEZ

Produced by Allied Artists Pictures Corp.

Released by 20th Century-Fox



November!

Désirée

starring

MARLON BRANDO
 JEAN SIMMONS
 MERLE OBERON
 MICHAEL RENNIE

Color by DE LUXE



For the Xmas - New Year's Holidays!
 Darryl F. Zanuck presents **IRVING BERLIN'S**

THERE'S NO BUSINESS LIKE SHOW BUSINESS

starring

Ethel MERMAN
 Donald O'CONNOR
 Marilyn MONROE
 Dan DAILEY
 Johnnie RAY
 Mitzi GAYNOR

Color by DE LUXE



please turn ...



and **THE GREATEST
ROSTER OF
PROPERTIES EVER
ASSEMBLED BY A
MOTION PICTURE
COMPANY... PRODUCED
IN CONSTANTLY
IMPROVING
CINEMASCOPE
TECHNIQUES**

“it's a pleasure
to do business
with 20th!”

UNTAMED

Tyrone Power • Susan Hayward
Richard Egan • Rita Moreno

THE RACERS

Kirk Douglas • Bella Darvi

PRINCE OF PLAYERS

Richard Burton as Edwin Booth
Maggie McMamara

THE SEVEN YEAR ITCH

Marilyn Monroe • Tom Ewell
A Charles K. Feldman—Billy Wilder
Production • Directed by Billy Wilder
Original Play by George Axelrod
Screen Play by Billy Wilder
and George Axelrod

SOLDIER OF FORTUNE

Clark Gable

A MAN CALLED PETER

LORD VANITY

Samuel Shellabarger's finest novel

DADDY LONG LEGS

Fred Astaire and Leslie Caron

PINK TIGHTS

Frank Sinatra • Sheree North

THE LEFT HAND OF GOD

SIR WALTER RALEIGH

THE GUN AND THE CROSS

THE ENCHANTED CUP

THE QUEEN OF SHEBA

KATHERINE

THE GIRL IN

THE RED VELVET SWING

JEWEL OF BENGAL

THE WANDERING JEW

TIGRERO!

THE MAN

WHO NEVER WAS

SABER TOOTH

ALEXANDER THE GREAT

Produced by Frank Ross

THE IRON HORSE

THE KING AND I

by Rodgers and Hammerstein

THE GREATEST STORY

EVER TOLD

The Greatest Life Ever Lived
as told by Fulton Oursler

Chatter... That Could Matter!

By MAX CHIC

Dan Krendel's District 5 new Showmanship Contest has been named "Ballyhoo S.O.S." . . . Over 50 girls from practically every film office in Toronto gathered last week at the **Variety Club** to launch a Toronto branch of **WOMPI** . . . yours truly was the only male present . . . my job outlining the principles behind the proposed club.

The first night of "Dream No More," an **Alliance** release set for the **Avenue**, Toronto, will be turned over to the building fund of the new reformed Hebrew synagogue now being planned . . . **Irving Seigal**, **United Artists**, is the President of the new group . . . our condolences to **Sam Jacobs** on the death of his 19-year-old daughter in Montreal last week.

Marilyn Bell may open the **Movie Trade Show** set for November 23, 24 and 25 . . . many filmites from up here are attending the **TOA** convention in Chicago this week . . . **Sam Vinson** reports he has become the exclusive rep for **Valley Forge Flag Co.**, the largest U.S. manufacturer of banners, valances and pennants.

Wannie Tyers is the proud recipient of a **Beau Brummel** tie from **MGM** as part of **Metro's** exploitation blitz on their new film of the same name (what about me, **Chet?**) . . . **20th-Fox** will be running from 10 a.m. to 5 p.m. **C'Scope** shorts in the newly equipped **CinemaScope** screening room for the benefit of exhibitors attending the varied trade meetings in Toronto, Nov. 22-23-24-25.

Russ McKibbin at the **Imperial**, Toronto, introduces a cute trick from time to time . . . instead of using a film trailer on his next attraction, he provides an oral plug through his PA system describing the feature . . . the voice, the soft mellow tones of **Russ** himself.

The Motion Picture Event of the Week . . . the honoring of **Lionel Lester** and **George Altman**, who were co-chairmen of the film division committee for the **United Jewish Welfare Drive** for "good group organization and fast coverage for the 1954 campaign" . . . exceeding the 1953 returns, the two will be presented with the "**Stephen E. Berger**" trophy at a joint annual dinner of the **United Jewish Appeal** and the **United Jewish Welfare Fund**, Tuesday, November 16, in the auditorium of the **YM & YWHA**, 750 Spadina.

Charles Skouras 65

Charles P. Skouras, president of **National Theatres, Inc.**, and the eldest of three brothers who have been identified with the motion picture industry for more than a quarter of a century, died last week of a heart ailment in **Cedars of Lebanon Hospital**. He was 65 years old.

Mr. Skouras suffered a heart attack in January, 1953, in New York. He had a second seizure last November in Chicago while attending a conference of the **Theatre Owners of America**, of which he was chairman and a founder.

Surviving are his widow, **Florence**; a son, **Charles Jr.**; two daughters, **Mrs. Margi Curti** and **Mrs. Edith Jungmeyer**; his brothers, **Spyros**, president of **Twentieth Century-Fox**, and **George**, president of **United Artists Theatres**, and six grandchildren.

Car Heaters Soon For Drive-ins

A new combination air conditioner and heater for drive-ins is being developed by **Jack Farr**, head of **Farr Amusement Co.** of **Houston, Texas**.

Unit can be attached to the posts next to the cars and is so designed that it will not interfere with the parking of the vehicles, according to **Farr**. It is a coin-operated device, with patrons obtaining two hours of heat or cool air for 25c. **Farr** is planning to sell the device for \$250 per unit plus 10% of the take. Despite the high initial cost, **Farr** feels drive-in operators will be able to recoup their costs in a short time. In addition, he maintains that it will permit drive-ins in most sections of the country to operate on an almost all-year-round schedule.



MGM's "The Scarlet Coat," story of **Benedict Arnold** and his treasonous dealings, on location in the vicinity of **West Point**, with star **Cornel Wilde** . . . **Seventeen** magazine for November chooses **JARO's** "High and Dry," as movie of the month . . . tumultuous welcome accorded **Cecil B. DeMille** when he arrived in **Egypt** for filming of "Ten Commandments," first scenes have now been shot atop **Mt. Sinai**. **Yul Brynner** left **New York** to join cast of this **Paramount** release . . . New job for **Burt Lancaster** when he joins **Diana Lynn**, **Una Merkel** and **John McIntire** singing three folk tunes in **UA's** "The Kentuckian," **CinemaScope** color spectacle . . . First **Dennis Morgan** starrer for **Columbia**, in the next year, will be **Technicolor Western**, "The Gun That Won the West" . . . Busy times at **Allied Artists** with "John Brown's Raiders" just completed and "Sweet Charity" now before the cameras . . . **Mervyn LeRoy** to pinch hit in directing "Mister Roberts" for **Warners**, Director **John Ford** rushed to hospital for emergency operation . . . **Universal** set to release two box-office attractions for Christmas-New Year's: "Sign of the Pagan," **CinemaScope** and **Technicolor** and "So This Is Paris," **Technicolor** musical . . . **Dore Schary** announces that **MGM** will produce "The International Revue," a musical featuring top studio stars and leading singers and dancers from various countries, film to have running time of from three to four hours, and will be filmed in locales all over the world . . . "Passage Home" is scheduled to start filming at the **J. Arthur Rank Pinewood** studios, top starring role of the ill-tempered captain has not been cast . . . **James Cagney** celebrating his 25th year in pictures on the **Warners'** "Mr. Roberts" set . . . **Robert Donat's** long absence from the screen terminated with leading role in "Lease of Life" . . . **Stanley Kramer** signs **Lon Chaney** for key role in **UA's** "Not As a Stranger," which already has a star-studded cast consisting of **Olivia De Havilland**, **Robert Mitchum**, **Broderick Crawford** and many others.

Trans-Canada

USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
Second week. Broken Lance (20th-Fox) C'Scope and De Luxe color, with Spencer Tracy.

SHEA'S
Fourth week. The Caine Mutiny (Col.) Technicolor with Humphrey Bogart.

ODEON
Second week. Woman's World (20th-Fox) C'Scope and Technicolor with Clifton Webb.

HYLAND & CHRISTIE
Ninth week. Doctor in the House (JARO) Technicolor with Dirk Bogarde.

UPTOWN
Betrayed (MGM) color, with Clark Gable and Lana Turner.

LOEW'S
Second week. Brigadoon (MGM) C'Scope and Color with Gene Kelly.

INTERNATIONAL CINEMA
Fourth week. Pickwick Papers (IFD) with Hermione Gingold.

DOWNTOWN
The Saracen Blade (Col.) and Devil Girl From Mars (IFD).

TOWNE
Julius Caesar (MGM) with Marlon Brando.

HUMBER-FAIRLAWN-DANFORTH-SAVOY
The Seekers (JARO) Jack Hawkins, Glynis Johns.

MONTREAL

CAPITOL
Sabrina (Para.) with Humphrey Bogart and Audrey Hepburn.

LOEW'S
2nd week. Rear Window (Para.) Technicolor with James Stewart.

PALACE
3rd week. Seven Brides for Seven Brothers (MGM) C'Scope & color with Jane Powell.

PRINCESS
Operation Manhunt (UA) with Harry Townes.

KENT
Fabian of Scotland Yard (Astral).

AVENUE
2nd week. Doctor in the House (JARO) Technicolor with Dirk Bogarde.

ORPHEUM
The Bounty Hunter (WB) WarnerColor with Randolph Scott.

WINNIPEG

CAPITOL
Second week. Seven Brides for Seven Brothers (MGM) C'Scope & Color with Jane Powell and Howard Keel.

LYCEUM
Drums of Tahiti (Col.) and Massacre Canyon (Col.).

MET
Second week. Broken Lance (20th-Fox) C'Scope and Color by De Luxe with Spencer Tracy.

ODEON
The Caine Mutiny (Col.) Technicolor with Humphrey Bogart.

GARRICK
Francis Joins the Wacs (E-U).

OSBORNE CINEMA
Scotch on the Rocks (Cardinal).

CALGARY

CAPITOL
The Egyptian (20th-Fox) C'Scope and De Luxe color with Jean Simmons and Victor Mature.

PALACE
Her Twelve Men (MGM) Color, with Greer Garson.

UPTOWN
Second week. Dagnet (WB) WarnerColor with Jack Webb.

GRAND
From Here to Eternity (Col.) with Burt Lancaster and Frank Sinatra.

VANCOUVER

CAPITOL
The Egyptian (20th-Fox) CinemaScope and De Luxe Color with Jean Simmons and Victor Mature.

ORPHEUM
Second week. The High and the Mighty (WB) C'Scope and WarnerColor with John Wayne.

VOGUE
Second week. The Caine Mutiny (Col.) Technicolor with Humphrey Bogart.

STUDIO
Melba (UA), Tech. with Patrice Munsel.

DUNBAR
Eighth week. Doctor in the House (JARO) Technicolor with Dirk Bogarde.

PLAZA
West of Zanzibar (JARO) Technicolor with Anthony Steel.

ST. JOHN

STRAND
On the Waterfront (Col.) with Marlon Brando.

CAPITOL
Bounty Hunter (WB) WarnerColor with Randolph Scott.

KENT
The Lone Gun (UA) and Return to Treasure Island (UA).

PARAMOUNT
Father Brown Detective (Col.) with Alec Guinness.

SCHOLARSHIPS

(Continued from Page 1)

a 225-seater, have set up scholarships valued at \$100 to be awarded by the department of education to ninth grade students at Great Bend, Lousana and Delburne. The winners this year were Diana Shlanka, \$50; Vera Brown, Delburne, \$30, and Jean Boyden, \$20, Lousana.

"We, in our small situation, find that the theatre can do a lot to promote social welfare in a rural district, and thus keep the theatre and its business in the forefront," Godwin said. "The \$100 scholarships, which any showman can afford even if he won't admit it, do wonders to create goodwill between the theatre and the public. The goodwill, publicity and patronage gained by this gesture paid off many times its value."

Crawley Films Features Golfing

Two films in one for Canadian golfers are contained in the latest release by Crawley Films Limited.

The Gold Cup Comes Home and A Feel For the Game have been produced in 16mm. color for the House of Seagram. The first section, 22 minutes in length, tells the story of the 1954 Canadian Open, won for the first time in 40 years by a Canadian—Pat Fletcher, of Saskatoon. The Open this year took place at Vancouver's Point Grey Golf and Country Club.

Desiree

An imposing roster of royalty and international society will see the command premiere performance of 20th Century-Fox's "Desiree," next month at the Roxy Theatre, New York. This novel introduction makes "Desiree" the first picture in show business to be introduced in this manner.

3 From Columbia All In Technicolor

A brace of Technicolor adventure dramas filmed on authentic locales overseas, highlight the November release schedule announced by Columbia Pictures.

The Alan Ladd starrer, "The Black Knight," which also stars Patricia Medina, tells of a commoner who fights his way to a place at the Round Table of King Arthur. The Warwick production was photographed on locations in England and on the European continent. Tay Garnett directed for producers Irving Allen and Albert R. Broccoli.

"Fire Over Africa," starring Maureen O'Hara and Macdonald Carey, is the story of the smuggling trade between Tangier and Malaga, situated on opposite sides of the Mediterranean. Actors and crew, with Richard Sale directing for producer M. J. Frankovich, travelled to both places for on-the-spot filming.

A third feature on the November list is "The Affairs of Messalina," with Maria Felix and Georges Marchal starred in a spectacle of the days of pagan Rome. Rounding out the schedule is the Johnny Weissmuller starrer, "Cannibal Attack," directed by Lee Sholem and produced by Sam Katzman.

Production Pickup At RKO Studio

RKO's film production hiatus came to an end recently as two top "A" films were before the cameras and four others were in active stages of preparation for early filming. The six films are being produced by independent producers and are slated for world-wide distribution by RKO.

Now filming are Benedict Bogeaus' "Bow Tamely To Me," starring Barbara Stanwyck, Robert Ryan and David Farrar, and the Nat Holt production company's "Seven Bad Men," starring Randolph Scott with Mala Powers. Both films are photographed in Superscope and Technicolor.

Set to begin filming within the next three weeks is "The Syndicate," with an all-star cast, produced by the King Brothers in Superscope and Technicolor. In preparation are the first Edmund Grainger grade "A" production, presently untitled, which will be filmed in wide-screen and Technicolor, and the Prize Production film which will be in Superscope and Technicolor.

WHITE XMAS HIT

Irving Berlin's theme song for Paramount's "White Christmas" has been recorded by 80 singers.

Screen Directors Name Top 6 Films

The six best directed pictures released from July 1 through Sept. 30, as determined by members of the Screen Directors Guild of America and announced last week by George Sidney, president, were:

"A Star Is Born," WB, George Cukor; "The Caine Mutiny," Columbia, Edward Dmytryk; "On The Waterfront," Columbia, Elia Kazan; "Rear Window," Paramount, Alfred Hitchcock; "Sabrina," Paramount, Billy Wilder, and "Seven Brides For Seven Brothers," MGM, Stanley Donen.

Chosen earlier this year were "Dial M For Murder," Mr. Hitchcock; "Executive Suite," Robert Wise; "The Glenn Miller Story," Anthony Mann; "Hell And High Water," Samuel Fuller; "The High And The Mighty," William A. Wellman; "King Of The Khyber Rifles," Henry King; "Knock On Wood," Norman Panama and Melvin Frank; "Riot In Cell Block 11," Don Siegel, and "Three Coins In The Fountain," Jean Negulesco.

These, plus nominations to be made among films released from Oct. 1 to Dec. 31, will constitute the group from which the Guild will determine the single best directorial achievement of the year for its annual award to be made in January.

Rear Window

Every man, woman and child who has his or her leg in a cast is invited to be the guest of Len Bishop at Shea's Theatre for any performance during the first week of Alfred Hitchcock's "Rear Window" starring James Stewart and Grace Kelly. In the picture James Stewart plays the role of a press photographer, who, confined to his room with a broken leg, uncovers one of the most hair-raising murder stories ever done by the master of crime pictures.

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